



Dance with the Customer!

“When I move, you move...”

Dancing provides a powerful metaphor for marketers who want to improve their effectiveness during a down cycle. Here’s why...

Our pop culture is in love with dancing. TV shows about dancing are everywhere. But there’s more here than meets the eye. Business execs can learn much about salesmanship, advertising and recruiting talented employees by watching these dancing programs. Dance gives us a way to think differently about our relationship-building skills. In our marketing and recruiting, someone is always leading while someone else is following. There has to be a synchronized pattern of movement between two parties in order to achieve anything. When the market moves, you move.

When the customer pattern changes, you too, must change.

Dance with the Customer is a new training presentation that can help your team become more effective persuaders and service people. Dancing blends the science and systemization of customer relationship management with the active cultivation of your frontline employees’ intuition. Remember, when you’re dancing, you put your thinking mind aside.

Deep down inside, your employees sense whether they’re moving to the same beat as the marketplace. They understand feedback, rhythm and pace. They know if the floor that your company dances on is smooth or rough. Your job, as the manager, is to tap out the beat.

Here’s how to remember the ‘dance steps’ that will inspire new sales outcomes:

D stands for Drama: salespeople must learn this one from their advertising counterparts. Every good ad uses an unexpected statistic or visual image. A good dance includes gestures that bring a smile to our faces. A sales presentation is the same way. Emotion is paramount. Demonstrate the problem or key benefit of your product with showmanship and flair to inspire your customer. Go for ‘wow!’



A stands for Anticipate: when you've got a good rhythm with a customer, you can think ahead and predict what ideas or resources would be helpful at this point in the decision cycle. When dancing, your partner must have a sense of what you'll do next. The same thing applies to salesmanship.

N stands for Nuance: whether dancing or prospecting, your overall attitude colors everything you are doing. A TV dance judge recently disqualified a contestant with a shrug: "You are good mechanic on the dance floor, but you have no sex appeal." Does that describe your approach to lead generation? Are your proposals standard? Does your advertising bore the target audience? Are you a communications 'mechanic?' Or are you an artist?

C stands for Closeness: you have to share something in common with the prospect if you want to dance. It could be a hobby or shared interest. If you have nothing in common, it's tough to guess which direction your partner is going to take on the dance floor. You must be able to sense your customers' hot buttons or even their fears when the relationship takes a twist or you'll be dancing by yourself when the music stops.

E stands for Energy: if you can't get passionate about your customer's problem or opportunity, you won't win their loyalty. Customers have to 'feel' you in order to trust you. Intensity is the emotional energy that will power your relationship across the floor. Exercise it selectively and you'll win the sales dance.

Learn more about this exciting, business-building concept with a customized presentation from Lynn Hinderaker, Omegapoint's principle and America's most creative trainer: **402-884-2031**